

REMARKS

Reconsideration of this application is respectfully requested in view of the foregoing amendment and the following remarks.

Claims 1-19 and 73-75 were pending in this application. Claims 20-72 had been previously canceled. Claims 1, 6, and 18 have been amended. Accordingly, claims 1-19 and 73-75 will be pending upon entry of this Amendment. For at least the reasons stated below, Applicants respectfully submit that all claims pending in this application are in condition for allowance.

In the Office Action, claims 1-3, 5, 18 and 19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Noreen et al., in view of Palmer et al. (U.S. Patent No. 5,905,865). Claim 4 was rejected under 35 U.S.C. 103(a) as being unpatentable over Noreen et al., in view of Palmer et al., and further in view of Crosby et al. (U.S. Patent No. 6,628,928). Claims 6-10 were rejected under 35 U.S.C. §103(a) as being unpatentable over Noreen et al., in view of Hyodo (U.S. Patent No. 5,937,390). Claims 11-17 were rejected under 35 U.S.C. §103(a) as being unpatentable over Noreen et al., in view of Steele et al. (U.S. 2002/0046084 A1) in further view of Crosby et al. and in further view of Palmer et al. (U.S. Patent No. 5,905,865). To the extent these grounds of rejection might still be applied to claims presently pending in this application, they are respectfully traversed.

Applicants thank Examiner Dean for the courtesies extended during the interview of November 8, 2005. During that interview, Applicants' representatives discussed the presently pending rejection and reached agreement on allowable subject matter embodied by the

Serial No.: 09/867,687
Art Unit: 2684

Attorney's Docket No.: XMS-102
Page 10

amendments contained herein to claims 1, 6, and 18. Each of the amendments is intended to make more explicit, what Applicants believed was at least implicit in the previously pending claims, namely that the indications and charging of advertising fees or comparison of indications maintain a link to the identifier. Each of claims 1, 6, and 18 now clearly states that at each step in the claimed methods that the indications are linked to the claimed identifier. Applicants further note that agreement was reached that claim 11 as originally presented would be deemed allowable without amendment.

In view of the foregoing all of the claims in this case are believed to be in condition for allowance. Should the Examiner have any questions or determine that any further action is desirable to place this application in even better condition for issue, the Examiner is encouraged to telephone applicants' undersigned representative at the number listed below.

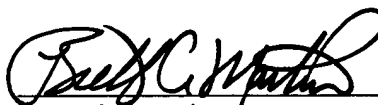
SHAW PITTMAN LLP
1650 Tysons Boulevard
McLean, VA 22102
Tel: 703/770-7900

Respectfully submitted,

P. KESLING ET AL.

Date: November 21, 2005

By:


Brett C. Martin
Registration No. 52,000

Customer No. 28970

BCM/LDE/dkp